

HERO-1-1111AP

## ABSTRACT OF THE DISCLOSURE

A modular interactive system and method for customizing health education  
5 to an individual at a remote terminal to induce a modification in a health-related  
behavior of the individual. The automated system includes a questionnaire  
generator for questioning the individual to determine his or her motivational  
drivers and comprehension capacity. The questionnaire generator is a graphical  
user interface that allows a clinician to graphically attach questions to answer to  
10 action. A processor then generates a script program based on what the clinician  
has attached together. A profile generator receives answers entered by the  
individual from the remote terminal and generates a motivational driver profile  
and a comprehension capacity profile of the individual. A translator receives  
15 the clinical data relating to a current health condition of the individual and translates  
the clinical data, the motivational driver profile, and the comprehension capacity  
profile into a profile code. An educational fulfillment bank matches the profile  
code to matching educational materials and transfers the matched educational  
materials to the remote terminal. An evaluation program evaluates educational  
20 responses of the individual and provides profile updates for targeting subsequent  
educational material to the individual based on the educational responses.